WSU TRANSPORTATION SERVICES STRATEGIC INITIATIVES FY20 through FY21

TRUE NORTH:
“Optimize Value of the Transportation System Assets and Resources”

Support Institutional Initiatives
- Improve “Town-Gown” access to and from campus
- Participate in transportation related student research and class projects
- Become an Accredited Parking Organization (APO)
- Create a vision statement that aligns with true north
- Reduce transit funding risk
- Identify opportunities to maximize Modernization features/capabilities

Enhance Customer/ Stakeholder Experience
- Improve garage access: Obtain new system
- Improve first impressions and wayfinding in garages
- Move RV access for home games to Friday entry… RV Reserved
- Implement a full array of options for customers to purchase parking
- Expand customer feedback mechanisms

Eliminate Administrative Burden
- Establish robust fully automated payroll system or alternative
- Re-establish full functionality with A/R system
- Identify and complete at least 2 processes for Kaizen (reduce redundancy, increase efficiency)
- Develop plan to use 3rd party staffing for major events
- Improve scheduling and coverage for CATS
- Standardize all operational plans for succession management

Reduce Drive Alone Trips (TDM)
- Increase participation in the Coug Commute Advisor Program
- Increase transit route frequency
- Increase participation in transportation options
- Stimulate bike use through infrastructure improvements and increased awareness of program.
- Develop comprehensive carpool program
- Make the pedestrian mall more walkable

Use of Technology/ Systems/Data
- Move AIMS to EDC hosted environment
- Increase the adoption of mobile apps
- Provide real time occupancy data to customers

Improve Outreach (Marketing and Communication)
- Develop a comprehensive marketing plan
- Increase social media following

Reduce Cost/Increase Revenue
- Develop plan & complete zero-based budget for FY 2021
- Develop a multi-year plan to finance facilities maintenance and expansion
- Increase “pay as you go” options

Build Parking Capacity
- Identify, prioritize, and solidify sites for future surface & garage parking

Foster Environment of Professional Development
- Establish development track for each permanent employee
- Create career building opportunities for student employees